



Download your Revised Reference Manual Today!

The Certified Application Assistant (CAA) Reference Manual has been revised to include new Healthy Families Program and Medi-Cal for Families (HFP/MCF) information and updates. Please download the August, 2001 version today at:

www.rhainc.com/currentprojects/hf/hfdownload/HFRefMan.pdf

By reviewing the manual, CAAs will be better able to help applicants understand the eligibility process and to provide the information that is necessary to screen for eligibility. Applications correctly completed can be processed more quickly by the Healthy Families Program and Medi-Cal eligibility staff.

Healthy Families Program and Medi-Cal for Families (HFP/MCF) Campaign Launches a new, Bilingual Spanish/English Fotonovela!

A newly designed fotonovela has been produced in response to feedback from campaign partners and focus group research regarding the campaign's first two Spanish language fotonovelas. The campaign's third fotonovela was developed to help raise awareness both in immigrant monolingual Spanish families as well as bi-lingual Latino families and others who read English. Promoting the availability of children's health coverage through HFP/MCF, the new fotonovela provides:

- ◆ Key HFP/MCF messages such as: the availability of comprehensive medical, dental and vision coverage; income level requirements; and program cost details;
- ◆ Emphasis on the importance of preventive health care, highlighting children's dental care;
- ◆ Entertaining photos, informative and easy-to-read captions;
- ◆ Convenient 8½" x 11" size;
- ◆ 16 pages in full-color (8 Spanish/8 English);
- ◆ Space for you to add your organization's name, address and phone number.

The new fotonovelas can be distributed in a variety of locations such as: health fairs/conferences, waiting rooms, and schools. Fotonovelas come packaged in bundles of 100, with a maximum order of five bundles. There is no charge for the fotonovelas or standard shipping.

Place your order today by calling RHA, toll-free at 1-888-237-6248.



RHA'S CAA HELP Line

1-888-237-6248

Monday - Friday 8:00 a.m. to 5:30 p.m.

Technical assistance for **CAAs** and **EEs** with family composition and income calculations; request an ITP and/or A-level training; order enrollment and marketing materials; or provide change of address information.

EE Reimbursement and Information

1-888-747-1222 press the star (*) key

Monday – Friday 8:00 a.m. to 5:00 p.m.

This line is for **EEs ONLY** who want to obtain information about the reimbursement process or to inquire about the status of their reimbursement. EEs will need to provide their EE number and CAA number for the person who provided the application assistance.

HF/MCC General Information

1-888-747-1222

Monday - Friday 8:00 a.m. to 8:00 p.m.

Operators will provide assistance to **anyone** requesting *general* information for both HF/MCC, and referral information to local EEs. Individuals ordering up to four applications and handbooks may call this line.

Healthy Families Information Line

1-800-880-5305

Monday - Saturday 8:00 a.m. to 8:00 p.m.

Technical assistance for **applicants** who need general information about the HF program; answers to specific income and documentation questions when completing the application themselves; status information on their own completed and submitted application.

EEs may no longer use this line to check the status of an application on behalf of an applicant unless the applicant is present at the time the call is made.

EDS Regional Training Line

1-800-880-5305 press 01

For questions specifically related to regional training sessions.

Healthy Families Family Member Line

1-866-848-9166

For families *currently* enrolled in the Healthy Families Program. Family must enter their family member number in order to access the system, otherwise they will be transferred to the 1-800-880-5305 line.

CA Kids

1-818-461-1400

Children under 19 that are not eligible for HFP/MCF, (200%-300% of the FPL).

Regional Forums for Certified Application Assistants and Enrollment Entities

New Regional Training Forums for current CAAs and EEs are currently being held throughout the state. The purpose of the Regional Forums is to update and inform CAAs and EEs of what's new, enhance their skills and support their efforts in enrolling more eligible children into the Healthy Families and Medi-Cal Programs.

The Regional Forums highlight the roles and responsibilities of CAAs in the Healthy Families and Medi-Cal Programs. This includes: application process (which explains Single Point of Entry); disenrollment and appeals processes; eligibility process; valuable resources; upcoming events; and enhancements.

We also discuss the new Health-e-app program, which has been partially implemented in some areas in San Diego County.

The schedules, locations and registration information for upcoming Regional Training Forums can be found on the Healthy Families website at www.healthyfamilies.ca.gov. The Forums are held from 9:00 a.m. to 4:30 p.m. Registration starts at 8:15 a.m., at this time only mail-in registration forms are accepted. Space is limited and you are encouraged to mail in your registration cards as soon as possible. Once you are enrolled in the Regional Training Forum, you will receive a confirmation card in the mail.



This is Important Distribution Information for Linked CAA Staff!

This bulletin is provided only to enrollment entities (EEs). You are responsible for sharing this bulletin with all linked CAA staff. The information contained in this update is needed to correctly complete applications, reduce payment denials, and remain informed about the latest program changes.

Expanded Outreach to American Indian and Alaskan Native Families

In response to a request from tribal leaders, the Healthy Families Program/Medi-Cal for Families campaign recently produced a new poster to increase outreach efforts with American Indian/Alaska Native (AI/AN) families. The poster was produced to heighten awareness of the availability of **FREE** health, dental and vision coverage, including the waiver of premiums and co-payments for eligible AI/AN children.

Based upon input from AI/AN consultants, the new 16 x 20-inch poster features five AI/AN children ranging in age from five to sixteen.

The new poster was announced Fall 2001 through a mailing to tribal leaders and an additional distribution of copies of the poster to Indian health clinics and community based organizations that serve the AI/AN communities in California.

Ethnic TV Talk Show Interviews

In a continuous effort to expand outreach to California's ethnic communities and enhance awareness about the Healthy Families Program and Medi-Cal for Families, (HFP/MCF), campaign representatives participate in television news talk shows.



On September 1, 2001, a representative from Korean Health Education Information and Research and a parent with children enrolled in HFP appeared on a 30-minute segment on the Korean television talk show, "L.A. Seoul" on KSCI-TV Channel 18 in Los Angeles.

Also, Angela Coron, Associate Director for the HFP/MCF Outreach and Education Campaign, participated in an English/Armenian bilingual talk show on the Armenian National Network (cable channel 26) in Glendale that was broadcast in early November.

Russian and Armenian Advertising: Family Theme Spreads Key Messages

As part of the Healthy Families Program and Medi-Cal for Families (HFP/MCF) continuous outreach efforts to ethnic communities, the campaign has produced new print and radio advertising directed towards the Russian and Armenian communities. The purpose of these HFP/MCF print and radio advertisements is to inform uninsured Russian and Armenian-speaking families about the importance of preventive healthcare and that California offers comprehensive low-cost and no-cost medical, dental and vision care coverage for children up to age 19. Families are encouraged to call the State's toll-free line (1-888-747-1222) for more information and an application.

The print and radio ads emphasize that Russian and Armenian families can receive in-language assistance. Key messages include affordability, choice of doctor and health plan and an easy mail-in application.

The new advertising campaign began airing on September 17, 2001 and will continue to run through the end of December 2001. Russian radio spots are airing in Los Angeles on KTYM-AM and KMNB-FM and in Sacramento on KJAY-AM and KLIB-AM. Russian print ads appear in *Russian Life*, *Russian-American Digest*, *Fact Magazine*, *Panorama Almanac*, *Anons* and *DIASPORA*. The Armenian print ads appear in *Nor Gyank*, *New Armenian*, *ASBAREZ* and *MASSIS*.

HFP/MCF Partnership with California Children and Families Commission

The Healthy Families Program/Medi-Cal for Families (HFP/MCF) campaign recently partnered with the California Children and Families Commission (CCFC) to extend HFP/MCF outreach by providing English and Spanish-language flyers in CCFC's Kit for New Parents. Launched on November 1, 2001, the Kit for New Parents includes parenting videos, and a variety of brochures on child health and development. More than 250,000 kits will be distributed statewide to new parents through county Children and Families Commissions and local partners such as home visitation programs, prenatal clinics, hospitals, OB-GYNs, pediatricians, and parenting classes. Additionally, television and radio ads will promote the Kit for New Parents. Families may call toll-free, (800) KIDS-025 (English) or (800) 50-NIÑOS (Spanish) to obtain a kit.

SPECIAL ATTENTION FOR SECTION 9!



Take the extra time to verify Section 9 for each and every application you assist in the enrollment process.

In order to have accurate reimbursement and tracking for enrollment goals, it is vitally important that all Enrollment Entities (EEs) fill in Section 9 on the application completely, accurately and clearly!

IMPORTANT

**EE numbers are five (5) digits.
CAA numbers are nine (9) digits.**

The leading cause for Certified Application Assistant (CAA) numbers appearing as “999999999” on the Monthly Payment Reports is missing digits. Be sure to always write the complete nine-digit CAA number in Section 9. All CAA numbers should include any zeros that may be at the beginning. This is the only way to help identify which CAA assisted a case.

Complete AER Packets are just as important in the reimbursement process.



Annual Eligibility Review Packets also have a payment section, located at the bottom of Page 2. This payment section is equally important for reimbursement and tracking as the Section 9 in the application.

If you are an EE who does not wish to be reimbursed for assisted applications, it is still important for tracking purposes that Section 9 and the AER Payment Section be completed accurately and clearly. By completing these sections, applications submitted by your EE will be accurately reported.

UNIQUE IS THE KEY!

Keep track of the Request Identification Numbers on every application assisted.



The Request Identification Number is the Bar Code located at the bottom of Page A1 of the Healthy Families/ Medi-Cal for Families Application.

The Request Identification Number is an individual and unique identifier. No two applications have the same Request Identification Number. This makes it easy to track and identify when an application has been reimbursed to your EE.



Request Identification Numbers for AER Packets are the first eight (8) letters of the applicant's last name.

Healthy Families creates a customized Annual Eligibility Review Packet for each family. Each year, a family will be asked to confirm their child's qualifications for the Healthy Families Program. Families should receive an AER packet by mail about 60 calendar days before the end of their **most recently enrolled child's** anniversary date in the Healthy Families Program. A family's eligibility review date will be 12 months from the date the last child was enrolled. In other words, each time another child from the same family is enrolled in the Program, all of the children requalify for another 12 months.

If a family has not received their customized AER Packet, encourage the family to call the Healthy Families toll-free line at 1-800-880-5305 to request another copy of their customized AER Packet.

Healthy Families has created unique Applications and AER Packets with the intent that tracking be easy and accurate. Enrollment Entities (EEs) and Certified Application Assistants (CAAs) are not to photocopy these forms. Each family should have one application and one Request Identification Number.